

WRUW's Future Depends on You 1

by David Caban
General Manager

Music. That's what radio seems to be all about these days. Even here on WRUW. Music.

Don't get me wrong. I have no objections to music. But somewhere along the way of modern radio programming an important part of the radio experience has disappeared—creativity.

There's only so much you can do to make a radio show creative. That's why there are so many obnoxious "morning-men" on the commercial radio bands. They all play the same music so the hard part is trying to do something creative and entertaining to keep the listeners tuned in.

But as I was saying, there is more to radio than just music. And, in truth, the only place to find it is in the radio zone below 92 megahertz. WRUW (at good ol' 91.1FM) is the place to be for some really diverse

music—a full spectrum of music on one frequency as a matter of fact. WRUW is also the station to tune in to for things besides music.

One of WRUW's strong but overlooked points in programming is public affairs. Every day at 11 am and 7 pm WRUW presents a half-hour of "news you can use." This includes shows covering both social and political views on topics that effect everyone.

For instance, the week before WRUW went off the air for asbestos removal, we aired "Focus on Asbestos" which outlined the hazards surrounding this cancer causing substance. (We found out a lot of things that were done wrong when our asbestos was removed as a result.)

In addition to the "serious" side of public affairs, we have other light-hearted shows such as "Kiddly Dee," "The

Adventures of Jack Flanders," and "Ruby 2." I'm not going to tell you about them. Listen to find out what they're about.

What? You can't listen to them? How come? How well do you pick up WRUW? Are the shows at the wrong time? WE WANT TO KNOW.

That's why this edition of the WRUW Program Guide contains the First-Ever Listener Survey. Hopefully we'll find out who you (our audience) are and how much you know about us, like us, hate us, etc.

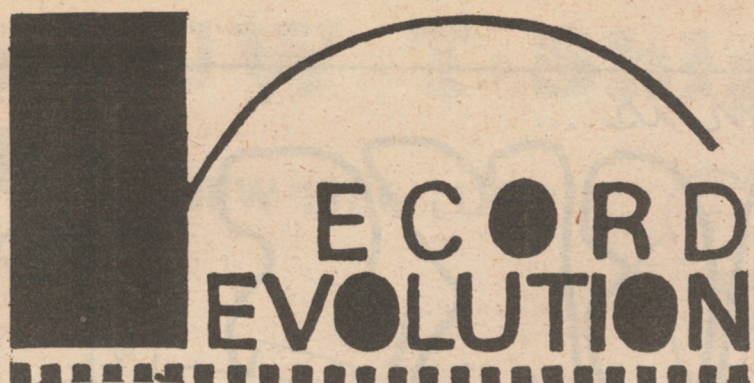
See, over the past few years, WRUW has advanced in the technical aspects of radio. Thanks to your generous telethon contributions, we have been able to remodel our studios, buy new equipment (like a telephone interface and a compact disc player) and convert the station to a studio-to-transmitter

microwave link. But in the process, the variety and quality of our programming has suffered somewhat.

WRUW's purpose is "to provide access to diverse programming and information not generally heard on the commercial media, presenting the culture and interests of the community at large." How close are we to this definition? Let us know!

Please fill out the survey and return it to us by November 7, 1986 so that we can start making changes in our on-the-air sound for next year (which just happens to be our 20th anniversary). We want to serve your listening tastes (within reason) and the only way we can do it is with your help.

The sound of diverse radio programming is strong in Cleveland at present. The future depends on you.



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ZBS: High Tech Audio Art with the Cosmic Touch

by Jordan Davis



Ask people on the street if they've heard any good radio drama lately, and they're likely to respond, "Huh?" But WRUW listeners know that the fine art of audio adventure is alive and kicking up a storm. We are currently airing *The Incredible Adventures of Jack Flanders* on Friday evening, and *Ruby 2* twelve times a week. (We're also planning to start producing radio drama in our own studios soon.) Both of these series were produced by ZBS Media, a not-for-profit radio arts foundation in Fort Edward, New York. ZBS has been creating some of the medium's most ambitious audio drama since 1972, and WRUW has aired almost everything they've ever produced.

ZBS began as a collaborative venture between radio freaks from Montreal and New York City. Located about halfway between these two cities, the studios of ZBS can be found on 45 acres on the bank of the Hudson River. Tom Lopez, (also known as Meatball Fulton), is ZBS's Executive Producer, and he has travelled from Mexico to Africa to India to gather sound effects

and story ideas for his unique and complex productions which stimulate both the ear and the imagination. All of the ZBS productions are available on high-quality cassette tapes, and since they are not available in stores, we are letting you know about them here so you can procure these masterpiece 'movies for the mind' for your own library.

Jack Flanders Series

The Fourth Tower of Inverness (7 hours)

Jack investigates the mysterious and mystical secrets hidden inside the ancient Victorian mansion at Inverness, in search of the Wurlitzer of Wisdom.

Moon Over Morocco (10 hours)

Jack travels to North Africa in search of the knowledge of natural magic which is lost to modern man. He finds more than he bargained for.

The Incredible Adventures of Jack Flanders (5 hours)

The alluring, soft, creepy cushions of a strange, overstuffed chair propel Jack to a dimension full of sorcerers, pirates, and anti-art danger. Includes the return (and demise) and Mad Doctor Mazoola.

The Cabinet of Doctor Fritz

Recorded in Kunstkopf binaural sound, a special 3-D live stereo technique. This is a series of stories which are frighteningly powerful in content, disarmingly realistic when heard through headphones. Includes stories by Stephen King, Karl Edward Wagner, Cherokee writer Craig Steele and Ishmael Reed. Nor for the faint-of-heart.

Ruby, The Galactic Gumshoe

Hi-fi sci-fi at its best, *Ruby* fits solidly into the genre of the Detective Novel as well. Includes lots of Whizz-Bang SFX plus incisive Zaps at futuristic (and contemporary) society without ever losing its sense of humor. Two series, *Ruby* and *Ruby 2*.

The Android Sisters: Songs of Electronic Despair (LP or cassette)

The material on this Vanguard album is different from that of the Android Sisters' *Ruby* debut. Sardonic, witty, and refreshingly creative, this is unlike any other record. With music by Tim Clark, lyrics by Meatball Fulton, and of course, the Sisters themselves. A limited pressing, this will probably not be available forever.

Other Paraphernalia:

Ruby Baseball jerseys

Dreams of Rio T-shirts (see below)

and - a rare interview with Jimi Hendrix recorded by Lopez in London, pressed on picture disc by Rhino Records.

The newest Flanders adventure, *Dreams of Rio*, is currently in production, and is scheduled for release late in 1987. Lopez and associate producer Tim Clark will be taking their Beta digital recorder and arsenal of microphones to the cities and jungles of Brazil to gather aural evidence for Jack's latest exploits. As a fundraiser, ZBS has issued a *Dreams of Rio* T-shirt in S, M, L, and XL for \$10. A 50-minute demo cassette including Clark's music is available

for \$5. Donations to fund the series are also being accepted.

ZBS. To some it is the Zen Broadcasting Service. To others it means "Zero Bullshit." Either way, it represents the highest technical standards applied to an art form that may be hard to find, but is well worth the effort.

Write to ZBS for their Science Fantasy Cassette Club catalog, and to inquire about *Dreams of Rio* or other items. Their address is: ZBS Media, RR No. 1, Box 1201, Fort Edward, NY 12828. For telephone orders call 1-800-662-3345, anytime 24 hours a day.



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PUBLIC AFFAIRS AND SPECIALTY SHOWS 3

... RUBY 2 ...
Ruby the Galactic Gumshoe returns in this sci-fi adventure series from ZBS Media. Ruby can be heard on week days at 11:30 a.m. and 7:00 p.m., and on Saturdays for a recap of the week's adventure, at 8:30 a.m. and 8:30 p.m.

Sunday
12:30 pm SUNDAY MATINEE
Put on your tap dancing shoes, settle into your most comfortable chair, grab some popcorn and go to the theatre without leaving your home. It's all Broadway and Hollywood showtunes and soundtracks when the curtain goes up at 12:30.
Make sure you join us on these special days for Stage & Screen spotlight.
Sept. 28 Annie Get Your Gun
Oct. 19 Gentlemen Prefer Blondes
Nov. 16 On a Clear Day You Can See Forever
Dec. 7 Fiddler on the Roof

4 pm CHANK-A-CHANK
Will Drescher
Traditional Cajun Music of the French speaking people of southwest Louisiana
11 pm ken. NORDINE
Sit back, close your eyes, and examine consciousness from a different perspective. Train-of-thought meanderings on everything from clocks and colors to silk acetate socks and electromagnetic waves. Don't be afraid—it's your old pal ken...Nordine.

Monday
11 am THE AGING SOCIETY
A new program for adults of all ages.
7pm OUT OF BOUNDS
Weekly 1/2 hour of sports news and views hosted by Tom Sarfi. Covering Spartan sports and local professional happenings.
10 pm WALKING DR. BILL'S R&B SURVEY
Bill Anderson
Bill Anderson continues his weekly series of featured Rhythm and Blues artists and labels.

Tuesday
11 am THE FIRST AMERICANS
We are quick to condemn South Africa's treatment of its native people, but we are less aware of our own nation's crimes against the First Americans. This program will present issues of importance to American Indian nations and peoples, to encourage a re-examination of the American genocide.
7 pm CONSIDER THE ALTERNATIVES
Presenting in-depth examinations of the practices and policies of America's citizens, governments, and corporations. Quality reporting from the perspective of sanity. Produced by the Fund for Peace.
10 pm CHUCKLES WITH CHUCK
Chuck Poulton
Enjoy an hour's worth of side-splitting jocularity each week. Featuring both stand-up comedy and novelty tunes, there's sure to be something for everyone. Also look for special theme shows and tributes to your favorite comedians.

Wednesday
11 am CAMBRIDGE FORUM
Many of today's great public figures: lawmakers, history-makers, authors, thinkers, on the stump at Cambridge, Massachusetts.
This summer's series includes speeches by Andrew Young, Jane M.O. Sharp, Sherry Turkle, Jack Mendelsohn, and many others.

7 pm GAYWAVES
Beginning weekly with news of the gay community, Gaywaves features a weekly calendar of upcoming local events, along with music and discussions of gay and lesbian issues with people from both the Cleveland and national gay scene.

10 pm GLOBAL TAXI
Join a revolving band of WRUW programmers in an hour long exploration of international folk and cultural music. Each week will have a different focus and theme.

Thursday
11 am KIDDLYDEE
Choice children's programming with music and stories.

6 pm THE GREG HOLTZ SHOW
Greg Holtz
Supper-hour polkas, conversation, and happy feet in a show that's really just for the fun of it.

7 pm BLUEGRASS MASTERS
Bluegrass Masters follows the growth and development of bluegrass music from its roots in the early country music through its most modern permutations. Each show examines the work of an influential musician or group in relation to the development of the music as a whole. Hosted by Bob Frank, a founding member of Cleveland's Hotfoot Quintet.

Friday
11 am PA POTPOURRI
A variety of public affairs shows from producers across the nation.
7 pm THE INCREDIBLE ADVENTURES OF JACK FLANDERS
The further exploits of one Jack Flanders, hero of The Fourth Tower of Inverness. Held willing prisoner by the mysterious green chair, Jack is jettisoned toward the fringes of psychic adventure and Dada fantasy.


Saturday
10 am FINNEGAN'S WAKE
An hour of Irish and Scottish folk music, produced and hosted by John Zeitler.



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PROGRAM DESCRIPTIONS

<p>Sunday</p> <p>2 am 600 LBS. OF ROAD WARRIORS ALL NIGHT LONG M. Mom Historically and hysterically tripping the light fantastic, and wrestling the dark gymnastic with music that rocks, sort of, from 1950's, 1960's, 1970's, 1980's...</p> <p>7 am THE WAX MUSEUM Dave Brown Features rare Rhythm and Blues and Rock & Roll from the 50's and 60's. Not the type of oldies you'll hear on the other stations.</p> <p>9:30 am AROUND THE WHORL Paul Hanson Skip church this Sunday and tune in for contemporary and classical music.</p> <p>2 pm SPATIAL IMPRESSIONS Edmond Wong Journey into the realm of Progressive and New Age Music. Let the soaring synthesized music mixed with piano and soft New Age sounds take you on a stimulating and soothing flight into your imagination.</p> <p>5 pm DEFINITELY DOWNTOWN Don Seblan Jazz for early Sunday evening, featuring Bebop, hard bop, and post bop, along with tangential excursions into blues, big band, and avant garde.</p> <p>8 pm INSECURE HILARITY Larry Collins Q: Mr. Collins, would you like to describe your radio show to the folks out there in audio land? L.C.: No! Q: Fine. Here, have some money!</p> <p>11:30 TWO-BRAINED STEGOSAURUS DRIVE-IN Randy Woodling Drop whatever you're doing and turn on your radio. Get lost in space and experience a happy blend of STONEGOURDFREAKDOPEHIPPIYSPACE music. It's not trendy, and it's not the new happening thing, but it can be fun. Heavy-niss you can light up to. Don't be afraid of what you don't understand, O.K. Kids?</p>	<p>Tuesday</p> <p>2 am LIFE IN THE BIG CITY Paul Fogel Music to wound the ears and move the soul.</p> <p>5 am SHAEFFER'S LINE OF DESPAIR James R. Spurrier From talking to severed heads.</p> <p>7 am BABY'S NEW SHOES Neal Martin Modern Pop music with the focus on the latest import and domestic releases. Monthly specials featuring the career output of a single artist or band. Non-synth in orientation, "New Shoes" ranges from light and airy pop to dirge swamp music, featuring mostly independent label bands. Fun, weird junk and Feedback are in. Sex and Drugs and Rock 'n' Roll are out.</p> <p>9 am LONG LIVE THE LOUD Tim Bizon Thrash yourself out of bed with all types of metal: thrash metal, death metal, classic metal, hardcore, but absolutely no poser metal.</p> <p>11:30 am POSERS WILL DIE! Chuck Hanley Listen every Tuesday afternoon for two-and-a-half more hours of poser-free metal. From the soaring technical prowess of new-classical virtuosos Yngwie Malmsteen and David Chastain to the brutal thrashing assault of Exodus and Megadeth, and to the molten massive melodies of Maiden and Metallica, there is no survival possible for permed hair, spandex-clad posers! WARNING: This show has been rated V, X, D/A and O by the Puritans Mandating Repressive Censorship (PMRC). Moshing, banging, thrashing, and other listener indiscretions are advised.</p> <p>2 pm STRAIGHT TO THE HEAD Prince Live from Kingston, Jamaica.</p> <p>5 pm FOUR STICKS Rick LeFauve And the dogs...they.....just kept barking.</p> <p>7:30 pm THE RHYTHM METHOD Don't take any chances, the Rhythm Method has it all! Random Rhythms meets Plebian Pop for a guaranteed two-and-a-half hours of fun up beat music.</p> <p>11 pm VISCOUS SIDEDISH OF BEALZEBUB Josh Bayer Well, your heads been hurt, and you're sick of it. It's O.K., we understand. Don't do anything foolish, and don't swallow large objects. Just sit and listen to that little box with the knobs on it. (NOT the blender, the radio.)</p>	<p>5 pm LET THEM EAT CAKE Antoinette Sweets for the masses, let them hear pop. Tooth decay and more. You'll lose your head!</p> <p>7:30 pm BIRD CALLS Bill Anderson A program inspired by Charlie Parker, Duke Ellington, Charles Mingus, Thelonious Monk, and other creative musicians.</p> <p>11 pm THAT'S HOW I ESCAPED MY CERTAIN FATE Scott Larson A seemingly random mix of folk, bluegrass, jazz, reggae, international, and modern-whatever music.</p> <p>Thursday</p> <p>2 am THAT METAL THING Damon Murphy Metal, metal, metal, metal, metal, metal, and some hardcore thrown in for good measure. Moshing encouraged, but not required. Absolutely no posers allowed!!</p> <p>5 am ONE SMALL VOICE Robbie Erhart From Jelly Roll to Soul to Rock 'n' Roll. Everything goes.</p> <p>7 am MANGO Jeff Payne Wake up to the swing of alternative pop, ska, big band or whatever I chose to play. Mango-diversity with no industrial pollution and a moral in every show.</p> <p>9 am MUTINY IN HEAVEN David Earle Grab your skate board and skate Hell's Half Pipe. Excursions in music ranging from industrial to surf all depending on the programmer's in-stable mood swings.</p> <p>11:30 am RETURN TO DOWNER'S GROVE Heather Make yourself comfortable, even if that means leaving a symmetrical impression in a bowl of pudding. The tunes I play leave you with that sensation you get when those rowdies at the bar chuck darts at the back of your head. You know the request line telephone number, so call up and suggest something, ... I might even play it! Especially if the song is "endorsed by Pat Boone."</p> <p>2 pm CULTURAL BAGGAGE Edie Vargo A freeform assortment of music from near & far. Take an international jaunt with your host and listen to the pygmies of the rain forests of Africa singing "My Darling Clementine," the haunting vocal resonance of Tibetan Buddhist Monks, festive dances from a Transylvania wedding, and the best bluegrass five guys from Japan can offer.</p> <p>7:30 pm WHEN THE ROSES BLOOM AGAIN Dave & Dan Wilson Country music, roots & branches: old-timey, bluegrass, cajun, rockabilly, western swing, Tex-Mex, ragtime, Hawaiian, acid banjo....</p> <p>10 pm THE SMILIN' MOBILE Ryan McGuire Generally fun-to-listen-to, upbeat kinda stuff: Probably: Jazz, Baroque, International, Blues, Jazz, Folk, Bluegrass, Comedy, Jazz. Probably Not: Lyin'-cheatin'-trucken'- Country, Opera, Political, Abuse, Punk, Top 40. All tied together with an attempt at crossing Crosbyish Marlindoms with Neo-Carlin Lefernisms. Make a request; if I like the song, I'll play it...if not, I won't. What the critics have to say: "WARNING: For continued protection against fire hazard replace with only the same size and rating of fuse." - IBM "Two bee ore knot too Bea." - Billy Shakespeare "Num num num num num." - Ellen</p>	<p>4 am TEETHMARX ON MY CREAMY THIGHS M. Mom Historically and hysterically tripping the light fantastic and wrestling the dark gymnastic with music that rocks, sort of, from 1950's, 1960's, 1970's, 1980's...</p> <p>7 am LIVE FROM THE VATICAN Doug Stanley A schizophrenic puree of early psychedelic heavy metal, modern hardcore, roots of punk and vulgar, tasteless records of all descriptions. heavy duty rock & roll. Approved for veterans.</p> <p>9 am AN ISLAND IN THE MOON Ron Emoff Music is the healing force of the universe... "Do you really think Hans Werner Henze sounds good after Joan Baez?" "Naw, that's just something I learned over in England."</p> <p>11:30 am THE FRIDAY! CLUB Jordan Davis No topic is too serious or too silly for the FRIDAY! Club. Jordan Davis and his sidekick Long John the invisible parrot invite special guests to balance equal and opposite universes to the tunes of pre-recorded feedback and pygmy festival music. Funnybones and heartstrings recommended. Parental guidance obsolete. All ages admitted.</p> <p>2:00 pm RINSKY RAUNCH Will Bradlee Variety and mischief. Lots of fun. Tune in.</p> <p>5 pm THE MISH-MASH HOUR Steve Now entering its 75th ground breaking season, the Mish Mash hour continues its fine tradition of irreverent uninformative musical sampling. With its sixth consecutive programmer, the Mish Mash hour will continue to bring you hit radio like Mom never told you about.</p> <p>7:30 pm YOUR FAVORITE REBELLION Joe Rizar Unplug that jukebox and fasten your safety belt. This show will confuse you with a blend of rockin' modern tunes, underground strangeness, and oldies of various styles. Specials when applicable.</p> <p>10 pm DOWN BY THE CUYAHOGA Jim Szabo One of Cleveland's top jazz shows, with each week's program featuring salutes to the old masters and in-depth examinations of new releases. Complete jazz calendar at midnight.</p>
<p>Monday</p> <p>2 am TRIP 66 Bruce Michlelli A mind bending excursion into your fave groups of the 60's. From small labels to big time production bands. From pop to punk to psychedelia. Come and bend your ear to a rave-up of fab groups.</p> <p>5 am BLUE MONDAY Johnny Sherman Contemporary Jazz and Fusion with a blend of Big Band sound.</p> <p>7 am SUBTERRAINEAN SIDE SHOW Mandana Modern free form, including modern pop, dark music, industrial, jazz and new age.</p> <p>9 am BEAUCOUPS OF BLUES Howard Wayne Got a black cat bone and a mojo too? I'm gonna mess wichool</p> <p>11:30 am STRICTLY DUB Oz King Rub-a-dub rydms for your mind, body and spirit.</p> <p>2 p.m. BAD DNA Michael Arnovitz Each week, new releases will be featured, including the newest in independent and underground rock. Bad DNA is a melting pot of music from all over the world. From the twisted sensibilities of the Residents to the hottest 60's retro-rock outfits, your musical palate will drool as you experience the best radio programming available under-water. Easy listening for the entire family.</p> <p>5 pm GLIMPSES OF NIRVANA Tom Sarfi Catch an audio glimpse of modern wave nirvana. Often likened to catching a glimpse of Diane on "The Price Is Right."</p> <p>7:30 p.m. ANNIE'S BLUES SHOW Anne Weatherhead Nothing but the blues.</p> <p>11 pm BROU-HA-HA Catherine Butler Hear the hubbub.</p>	<p>Wednesday</p> <p>5 am YOU AND ME AGAIN Mike Zannoni Music???</p> <p>7 am PUT ON YOUR FACE Joe Banks Don't be trendy non-conformist, don't listen to devil worship MUZAK, don't be pathetic close-minded conservative, don't put arbitrary misleading labels on new music, don't keep your psyche in the closet, don't be afraid of things you don't understand. Put On Your Face. New varied music. New looks for the PMRC's mutant children. God Save Us All. Free Music.</p> <p>9 am SOUTH OF THE BORDER Will Drescher Ethnic music from the Cajun-creole French of south Louisiana, and Mexican culture of southern Texas and Mexico.</p> <p>11:30 am LUNCHTIME SPECIAL Prince Live from Kingston, Jamaica.</p> <p>2:30 pm THE RUDE BOY TRAIN Sir Lord Tommy A rare blend of music with that Caribbean sound, including Calypso, Soca, Reggae and Ska. Ska (aka "The Blue-Beat", "Rock-steady", "Jamaican Jazz", or "Two-Tone") is the name given to the music, which happens to be the real "roots" of reggae, that was pioneered by Prince Buster in Jamaica in the early 1960's. It is greatly influenced by Jazz, with a touch of African rhythms, and heavy on the syncopation. Tune in to Tommy as he brings you Ska along with all of its numerous derivatives, which include more than just reggae mon. Check out the... "Jamaica Ska....good music, brothers and sisters, can never die- It just gets more intensified!"</p>	<p>7:30 pm WHEN THE ROSES BLOOM AGAIN Dave & Dan Wilson Country music, roots & branches: old-timey, bluegrass, cajun, rockabilly, western swing, Tex-Mex, ragtime, Hawaiian, acid banjo....</p> <p>10 pm THE SMILIN' MOBILE Ryan McGuire Generally fun-to-listen-to, upbeat kinda stuff: Probably: Jazz, Baroque, International, Blues, Jazz, Folk, Bluegrass, Comedy, Jazz. Probably Not: Lyin'-cheatin'-trucken'- Country, Opera, Political, Abuse, Punk, Top 40. All tied together with an attempt at crossing Crosbyish Marlindoms with Neo-Carlin Lefernisms. Make a request; if I like the song, I'll play it...if not, I won't. What the critics have to say: "WARNING: For continued protection against fire hazard replace with only the same size and rating of fuse." - IBM "Two bee ore knot too Bea." - Billy Shakespeare "Num num num num num." - Ellen</p> <p>Friday</p> <p>2 am NAUGAHYDE REALITY Dennis Sichner The best of straight-ahead, mainstream bebop jazz. Occasional explorations into jazz-fusion.</p>	<p>Saturday</p> <p>2 am DARE WAVES Neal Filsinger 2am Friday night at WRUW is the hottest place this side of Chernobyl. Join Neal as he meanders his way through new and old releases, discharging 4 hours of contaminated radio. Disconnect your brain's safety systems, and absorb the air waves. Many people will suffer adverse reactions, but the gene pool does need work.</p> <p>6 am diversified, Inc. Wade Tolleson A kaleidoscope of types and sounds of music, new and old, constantly searching for something interesting, and different. Folk-based freeform ranging through blues, rock, jazz, country, R&B, international, avant garde, etc.</p> <p>11 am ROLL AWAY THE DEW Cousin Jimmie Wilson In addition to plenty of Bluegrass and Newgrass music, Cousin Jimmie plays many modern country artists and contemporary folk music performers. A little country music history is also slipped in each week.</p> <p>3 pm SMUGGLING Herb Music of Bob Marley, Iroy, Steel Pulse, Black Uhuru, Gregory Isaacs, Melodians, and more!! A rockers afternoon every Saturday.</p> <p>6 pm 7 AROUND 2 WRAPPED BY 1 Mark Penacho Stuff to hear.</p> <p>8 pm DEFORMATION Rich Magill Fresh wax, new, danceable, new, fresh, severe beat, new, mostly indie and imports, boom.</p> <p>11 pm THE NEOGEOETHIC HAPPY HOUR Tim Mohansingh Music of the dark ages speaking directly to the black expanse of every soul; the gothic religious experience guaranteed to bring a smile....</p>

WRUW FALL 1986

WRUW 1986 FM

Survey

WRUW First-ever Listener Survey 1

This handy removable page contains the first-ever WRUW Listener Survey. This is your chance to tell us what you think about WRUW's programming, telethon, promotions, etc. It's long. You have to realize that this is the first time this has ever been done in WRUW's history and we would like a lot of information from and about you.

WRUW is here to serve you. The only way we can do that is to know who you are and what you want to hear.

So please take a few minutes (15 ought to do it) and fill out this survey as completely as possible. Once you're done, please fold as shown and mail it to us. The address is at the end of the survey.

We'll tell you the results (and make changes based on them) in the Spring Program Guide in January.

Have fun!

IN GENERAL

Are you: ☐ Male ☐ Female

How old are you?

☐ 18 or under ☐ 36-45
☐ 18-25 ☐ 46-55
☐ 26-35 ☐ 56+

What level of education have you completed?

☐ junior high
☐ high school
☐ some college
☐ 2 year degree
☐ 4 year degree
☐ graduate degree

What is your current work status?

☐ unemployed ☐ full-time
☐ part-time ☐ retired

What is your occupation?

What is your income bracket?

☐ 0-10,000 ☐ 35,001-45,000
☐ 10,001-25,000 ☐ 45,001-100,000
☐ 25,001-35,000 ☐ 100,000+

Do you own a car? ☐ Yes ☐ No

What city/suburb do you live in? (Be specific like Cleveland Heights, Coventry, Lakewood, Akron, Northfield, etc.)

How many people are in your household?

How many of the above listen (even a little bit) to WRUW?

When did you begin listening to WRUW?

☐ 1 year or less ☐ 5-10 years
☐ 1-4 years ago ☐ 10-20 years

Do you do volunteer work? ☐ Yes ☐ No
If yes, where?

Where do you listen to WRUW? (rank 1-5)

☐ at home ☐ in the car
☐ in the car ☐ while outside
☐ on portable ☐ other?

When do you listen to WRUW?

☐ all the time (wake-up to bed-time)
☐ when I wake up
☐ when I go to sleep
☐ on the way to work/school
☐ on the way home from work/school

What types of music do you enjoy listening to? (Check all that apply.)

☐ avant garde ☐ blues
☐ classical ☐ bluegrass
☐ industrial ☐ jazz
☐ metal ☐ international
☐ folk ☐ country
☐ polkas ☐ showtunes
☐ rock ☐ oldies
☐ punk ☐ new wave
☐ progressive ☐ urban/funk

Using the above list, star (*) the types of music that you prefer NOT to listen to.

What influences you to buy music?

☐ A song you hear on the radio.
☐ A friend of yours has it.
☐ Advertisements for the music.

We at WRUW tend to feel that we provide "a full spectrum of music on one frequency." Do you think this is true? If no, what type of music are we lacking in? What type of music do we play too much of?

What type of radio do you like to hear in the morning when you wake up and/or go to work/school?

☐ News
☐ Modern music
☐ New age/progressive music
☐ other

What type of radio do you like to hear in the evening on the way home from work/school and in the early evening?

How do you classify yourself as a WRUW listener?

☐ Devout Worshipper (I listen to WRUW only and no other station.)
☐ Regular (There's at least one show I listen to every week.)
☐ Occasional (I listen every once and awhile.)
☐ When I'm in the mood for something different

How well do you receive WRUW at home?

☐ extremely well (no problem)
☐ good (fairly strong)
☐ fair (static once and awhile)
☐ poor (static, very weak)

Look how far you are already!

How did you find out about WRUW?

☐ I was tuning the dial one day and heard something I liked.
☐ A friend told me about it.
☐ I saw WRUW at a streetfair and decided to listen.
☐ I picked up a copy of the Program Guide.
☐ To tell you the truth, I don't remember.

How do you buy most of your music?

a ☐ on album b ☐ on 45
c ☐ on CD d ☐ on cassette
e ☐ other

How many of the above do you buy per time period (5/week, 8/month, 12/year)?

a ☐ / ☐ b ☐ / ☐
c ☐ / ☐ d ☐ / ☐
e ☐ / ☐

How well do you receive WRUW in your car?

☐ extremely well (no problem)
☐ good (static once in awhile)
☐ fair (static, fades sometimes)
☐ poor (can't find it on the dial)
☐ I never listen in my car

PROGRAM GUIDE

Every Fall, Spring and Summer WRUW distributes a Program Guide to the Cleveland area. It usually contains the WRUW Program Schedule, show descriptions and articles on music or other topics. Do you always try to get a copy of the Program Guide?

☐ Yes ☐ No

What should be changed about the Program Guide? (The format? Layout? Design? Artwork? Leave it alone?)

What would you like to see in the Program Guide that we don't put in very much? (Articles?)

Just a few more questions....

2 WRUW First-ever Listener Survey

PUBLIC AFFAIRS

In addition to music, WRUW offers Public Affairs programs. Such shows as Consider the Alternatives, PA Potpourri, American Indians, Focus, Cambridge Forum and more are regularly heard on WRUW. Public Affairs shows are on every weekday at 11 am and 7 pm. Have you every taken the time to listen to any Public Affairs shows?
____ Yes ____ No

If Yes:

Did you like it? ____ Yes ____ No

Would you listen again? ____ Y ____ N

Name some of the Public Affairs programs you have listened to...

If No: Why not?

____ Wrong time of day.

____ Too dull.

____ Never felt like it.

____ Didn't know about it.

We want you to be able to hear our Public Affairs shows. Are 11 am and 7 pm good times for such shows? ____ If not, what might be better times?

Suppose you suddenly felt an urge to listen to a Public Affairs program. What would you like to hear talked about?

____ Community/Local issues

____ World Issues (like hunger)

____ Entertainment (satire)

____ other

Only a little bit further!

TELETHON

Every year, WRUW holds a Listener Telethon (as you might know) in late February. This is done in order to supplement the money we receive from Case Western Reserve University (which isn't enough to keep us going all year.) Have you ever contributed to the Telethon? ____ Yes ____ No

Why/why not?

Have you ever had any troubles in getting your telethon premium—our gift to you for contributing?

____ Yes ____ No

Do you have any other criticisms of the Telethon?

STUDIO-A-RAMA

For the past six years, WRUW has sponsored a live music concert outside our studios in University Circle. Have you every attended it? ____ Y ____ N

The concert has changed over the years from a very diverse show to a more rock-oriented program. Do you think that's good or bad? ____ good ____ bad (some of the staff at WRUW think that's bad)

Should we try to cover more musical tastes, or have more free concerts similar to Studio-A-Rama?

____ different music ____ more concerts

Are there any complaints about the concert (too crowded, bad bands, bathroom facilities, etc.)?

FINAL QUESTIONS

Overall, how would you rate WRUW's music programming on a scale of 1-10? (1-yuck! 10-very, very good variety)

Overall, how would you rate WRUW's public affairs programming on the same scale?

We really want to know what you think of us and our programming. Please use the back of this page to tell us your thoughts about what is good and bad about WRUW and enclose it with this survey when you mail it in.

Do you listen to other college stations in the area?

____ Yes ____ No

If yes, which ones?

As a final gesture of help, please list approximate times you listen to WRUW.

SUN

MON

TUE

WED

THU

FRI

SAT

THANK YOU!

RETURN BY NOVEMBER 7, 1986

22¢
STAMP

WRUW-FM (SURVEY)
11220 Bellflower Road
Cleveland, OH 44106

Folding and mailing instructions:



Please fold as shown or all your hard work will go to waste because we won't receive your survey. When folded, the survey should be about the size of the space to the right (with the address). Tape or staple the loose end, affix a stamp, and it's all ready to go!!!

THIS ENTIRE SPACE CAN

WRUW-FM 91.1

5

368-2208

Fall 1986

	SUN	MON	TUES	WED	THURS	FRI	SAT	
2	Mom	Bruce Michielli Trip 66	Paul Fogel Life in the Big City	LESS or MORE WATCH THIS SLOTIII	Damon Murphy That Metal Thing	Dennis Sichner Naugahyde Reality JAZZ	Neal Dare	2
3	600 lbs. of	FROM POP TO PUNK TO PSYCHEDELIA AND BACK	GOOD STUFF	MORE or LESS	HEAVY METAL	Mom Teethmarx On My Creamy Thighs	Wade Tolleson diversified, inc.	3
4	Road Warriors	Johnny Sherman Blue Morning JAZZ	James Spurrier Schaeffer's Line of Despair WHATEVER	Mike Zannoni You and Me Again OISIN	Robbie Emhart One Small Voice EVERYTHING	Doug Stanley Live from the Vatican MY BRAIN IS MY LABORATORY	MELTDOWN	4
5	All Night Long	50's & 60's R&B/R&R	Howard Wayne Beaucoups of Blues BLUES	Tom Bizon Long Live the Loud HEAVY METAL	Will Drescher South of the Border TEX-MEX ZYDECO	Ron Emoff An Island in the Moon FORMFREE	FREEFORM	5
6	STERIOD SIGHs	Paul Hanson Around the Whorl CLASSICAL	Aging Society RUBY Oz	First Americans RUBY Chuck Hanley	Cambridge Forum RUBY Prince	PA Potpourri RUBY Jordan Davis The Friday! Club	Finnegan's Wake	6
7	Dave Brown	David Caban Sunday Matinee SHOWTUNES	Strictly Dub REGGAE	Posers Will Die HEAVY METAL	Lunchtime Special REGGAE	Edie Vargo Cultural Baggage TOTEM AND TABOO	Cousin Jimmie Wilson Roll Away the Dew COUNTRY/FOLK	7
8	The Wax Museum	Edmond Wong Spatial Impressions PROGRESSIVE	Michael Arnovitz BAD DNA EASY LISTENING	Prince Straight to the Head REGGAE	Sir Lord Tommy The Rude Boy Train SKA & REGGAE	Will Bradlee Rinsky Raunch IMPORTANT TAX INFORMATION	Herb Smuggling REGGAE	8
9	50's & 60's R&B/R&R	Don Seblan Definitely Downtown JAZZ	Tom Sarfi Glimpses of Nirvana HOT SPUDZ RUBY	Rick LeFauve Four Sticks NOISE RUBY	Antionette Let Them Eat Cake MODERN STUFF RUBY	Steve Mish Mash Hour BOY HITS GIRL RUBY	Live From Studio A	9
10	Paul Hanson	Larry Collins Insecure Hilarity FLAKEY	Anne Weatherhead Annie's Blues Show NOTHING BUT THE BLUES	Chris & Adrienne The Rhythm Method PAPAL POP	Bill Anderson Bird Calls JAZZ	Joe Riznar Your Favorite Rebellion ASSORTED ROCKS	7 Around 2 Wrapped by 1 RV ENGINE PARTS RUBY	10
11	David Caban	Walking Dr. Bill's R & B Survey	Chuckles with Chuck	Global Taxi	The Smilin' Mobile FREEFORM	Jim Szabo Down by the Cuyahoga Jazz Calendar at Midnight JAZZ	Rich & Joe DEforMatIOn BIG BANGS	11
N	David Caban	Catherine Butler Brou-ha-ha MISC. MUSICS	Josh Bayer Viscious Sidedish of Bealzeebub HMM...WHAT?	Scott Larson That's How I Escaped My Certain Fate PSYCHOTRONIC	Ched Stanisic Jebemti Musica BOOM CHA CHA	Tim Mohansingh The Neogothic Happy Hour GOTHIC	Roll Away the Dew	N
1	Edmond Wong	Randy Woodling Two-Brained Stegosaurus Drive-Inn HIGHEST COMMON DENOMINATOR	Viscious Sidedish of Bealzeebub	That's How I Escaped My Certain Fate	Jebemti Musica	Cuyahoga	the Dew	1
2	Edmond Wong	Michael Arnovitz	Prince	Sir Lord Tommy	Edie Vargo	Will Bradlee	Live From Studio A	2
3	Edmond Wong	Michael Arnovitz	Prince	Sir Lord Tommy	Edie Vargo	Will Bradlee	Live From Studio A	3
4	Will Drescher	Michael Arnovitz	Prince	Sir Lord Tommy	Ivan Vuckevich	Steve	Smuggling	4
5	Don Seblan	Tom Sarfi	Rick LeFauve	Antionette	Pray Till You Sweat	Mish Mash Hour	REGGAE	5
6	Definitely Downtown	Glimpses of Nirvana	Four Sticks	Let Them Eat Cake	The Greg Holtz Show	BOY HITS GIRL	Mark Penacho	6
7	JAZZ	Out of Bounds	Alternatives	Gay Waves	Bluegrass Mstrs	Jack Flanders	7 Around 2 Wrapped by 1	7
8	Larry Collins	Anne Weatherhead	Chris & Adrienne	Bill Anderson	Dave & Dan Wilson	Joe Riznar	RV ENGINE PARTS	8
9	Insecure Hilarity	Annie's Blues Show	The Rhythm Method	Bird Calls	When the Roses Bloom Again	Your Favorite Rebellion	Rich & Joe	9
10	FLAKEY	Nothing But the Blues	Papal Pop	Jazz	Country Roots & Branches	Assorted Rocks	DEforMatIOn	10
11	Nordine	Walking Dr. Bill's	Chuckles with Chuck	Global Taxi	The Smilin' Mobile	Jim Szabo	BIG BANGS	11
M	Randy Woodling	Catherine Butler	Josh Bayer	Scott Larson	Ched Stanisic	Down by the Cuyahoga	Tim Mohansingh	M
1	Two-Brained Stegosaurus Drive-Inn	Brou-ha-ha	Viscious Sidedish of Bealzeebub	That's How I Escaped My Certain Fate	Jebemti Musica	Jazz Calendar at Midnight	The Neogothic Happy Hour	1
	HIGHEST COMMON DENOMINATOR	MISC. MUSICS	HMM...WHAT?	PSYCHOTRONIC	BOOM CHA CHA	JAZZ	GOTHIC	

6

ATTENTION! Are You Still Waiting For Your TELETHON PREMIUM?

We know that many of you STILL haven't received your telethon premium(s). Some of you have been waiting for albums to arrive, others are still just waiting.

Now is your chance to claim "your prize." If you are still waiting for your telethon premium, then mail your complaint to:

WRUW TELETHON PREMIUM
11220 Bellflower Road
Cleveland, OH 44106

OR call us at 368-2207 and ask to speak with David Caban (pronounced Kuh-ban), General Manager.

Don't delay, do it today!

Underwriting Announcements

WRUW would like to thank the following area businesses for underwriting shows:

Old Erie St. Bookstore, 2128 East 9th Street, Cleveland, 575-0743. Specializing in rare and out of print books.

Goose Acres Folk Music Center, 2175 Cornell Road, Cleveland, 791-5111. Quality Acoustic Instruments, Instruction, and Repairs.

Club Isabella, 2025 Abington Road, Cleveland, 229-1177. Fine Food, Drinks, and Jazz.

Body Language, 3241 W. 115th Street, Cleveland 251-3300. A Store of Essential Body Supplies.

If your business is interested in underwriting a show on WRUW-FM, please contact Neal Filsinger at 368-2208.

368-2208



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Studio-A-Rama Recap

7



FALL 1986

STAFF

David Caban	<i>General Manager</i>
Josh Bayer	<i>Program Directors</i>
Tom Sarfi	
Randy Woodling	<i>Asst. Program Director</i>
Wade Tolleson	<i>Music Director</i>
Neal Martin	<i>Asst. Music Director</i>
Jordan Davis/	<i>Public Affairs Director</i>
Edie Vargo	
Phyllis Boehme	<i>Public Service Director</i>
Ched Stanisc	<i>Live Music Coordinators</i>
Larry Collins	
Joe Banks	<i>Promotions Director</i>
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Program Guide Staff: Jordan Davis, Craig Gelfand, Heather Dean, Antoinette Wishner, and other station and non-station personnel who contributed to this issue, with special thanks to our wonderful typesetter, Sue Fangboner.

WRUW-FM is the student radio station of Case Western Reserve University. WRUW is dedicated to innovative and diversified music, and programs of community interest. Please address inquiries to WRUW-FM, 11220 Bellflower Road, Cleveland, Ohio 44106. Our phone number is (216) 368-2208.

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